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ECONOMIC DEVELOPMENT ADMINISTRATION

TECHNICAL
ASSISTANCE
PROJECT

U.S. DEPARTMENT OF COMMERCE

FINAL PROGRESS REPORT

PROJECT NO. 07-6-09210-5

January 1, 1972 - December 31, 1972



PREPARED FOR:

ECONOMIC DEVELOPMENT ADMINISTRATION

U.S. DEPARTMENT OF COMMERCE

SOUTH CENTRAL IMPROVEMENT ACTION COUNCIL, INC.
8557 South Broadway
Los Angeles, California 90003



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This Technical Assistance study was accomplished by professional consultants with the Economic Development Administration. The statements, findings, conclusions, recommendations and other data in this report are solely those of the contractor and do not necessarily reflect the views of the Economic Development Administration.

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UJIMA VILLAGE DEVELOPMENT

II. SUMMARY OF ACCOMPLISHMENTS

A. Construction

During the year, commercial and housing construction progressed to the point of completion of 300 town-house style apartments, a child-care and community center and two acres of what will soon be a nine acre shopping area.

This project provided job opportunities for eight local minority contractors and over 108 of their employees, during the year. Their activities will soon provide new housing and shopping facilities for over 1,000 residents. The following minority contractors participated in the construction of UJIMA Village.

MINORITY CONTRACTORS AND PAYROLL GENERATED

<u>Company</u>	<u>No. of Workers</u>	<u>Hourly Rate*</u>
Tits Development Co.	48	\$ 6.50
Cecil Hampton Plumbing	12	8.00
Elmo Berkeley Plasters	20	7.50
All Craft Interiors	4	7.00
Union Landscaping	10	5.00
Sutton-Frost	2	8.50
Angeles Roofing	2	8.00
Bary Area Maintenance	4	2.50
TOTAL ANNUAL PAYROLL CREATED		\$522,438.00**

* Average wage rate, all workers at site

** Calculation: # of workers x hourly rate x Four weeks per month
= Total.

B. Shopping Center

During the year, IMPAC made extensive studies of the UJIMA Shopping Center which is designed to provide an expansion of the economic base of the community, and causing a great many of the dollars which at present flow out of the community to remain and be reinvested locally.

As a result of the first study, changes in the plan for developing the shopping center were made. An important consideration in these changes was the relative demand potential in evidence as applied to the type of shopping center that could not maximize these potentials. The IMPAC studies pointed

to the need to develop the total center of nine acres prior to the opening.

Consideration was given to extensive surveys throughout the area to determine the probable UJIMA trade area so that an accurate market profile could be obtained. The size and characteristics of retail competition and its location has been identified in the latter study.

During the year, as a result of IMPAC's studies, the following major conversions were developed:

1. The development of the UJIMA Shopping Center is supported by the demand in evidence.
2. The Shopping Center will contain between 125,000 to 190,000 square feet of retail commercial space.
3. This anticipates a capture or retail expenditure from the UJIMA Village captive market of between 2.9 million dollars to 3.8 million dollars and from the primary and secondary trading sources between 5.5 million dollars to 8.7 million dollars.

Additionally, IMPAC has coordinated the negotiation of the additional land option with the owners; Boise Cascade, and plans were developed by the architectural firm of Furishiro, Crompton & Tawa, who were consultants under contract with IMPAC. (See attached UJIMA Village Shopping Center Brochure.) The Bloom Development Company under contract to IMPAC, actively pursued the project during the latter part of the year. Utilizing its own resources and consultants; Bloom has conducted its own studies as to the optimal use of the center.

During the year, IMPAC initiated a leasing program for the UJIMA Shopping Center geared to attract the Triple A tenants necessary to the success of the center. Firms that have expressed interest in becoming UJIMA tenants are:

Alpha Beta Markets	Hughes Paint Company
Lucky Discount Centers, Inc.	Sav-More Markets
United California Bank	National Dollar Stores
United General Theaters	Newberry Stores
Wells Fargo Bank	J. C. Penny Stores
Security Pacific Bank	Clark Drugs
Sav-On Drug Stores, Inc.	Watts Extended Health Care
Tandy Corporation (Radio Shack Stores)	

During the year, IMPAC also developed proposals to acquire the necessary seed money for the Shopping Center Development. These dollars are forthcoming from The Greater Watts Economic Development Agency. Financial institutions that have expressed interest in providing major financing are: Sonnenblick-Goldman Corporation, Hubbard, Westervelt and Mottelay, Inc., and Paine, Webber, Jackson and Curtis, Inc.

IMPAC is continuing its studies on the UJIMA Project and preparing proposals to obtain resources to fill missing gaps. This will avoid the waste of millions of government dollars already invested or planned to be invested in this project.

C. Housing

Over 1,000 new residents including adults and children are anxiously awaiting the new housing units, shopping center, recreational facilities and a comprehensive family development center and many are presently being screened for occupancy.

During the year, IMPAC's staff actively coordinated negotiations and provided the management skills necessary to accomplish the completion of 300 apartments, a child-care and community center. Currently underway with the Department of Housing and Urban Development, as well as state and local agencies, are negotiations aimed at achieving approval inspections for the opening of the First Phase of UJIMA Village.

To provide for ease of operation, IMPAC has actively administered and coordinated the following support functions for the Village: Housing management firm; Security; Termite & Pest Control; Gardening; Rubbish Collection; and Washer-Dryer rooms. These services will provide approximately 30 job positions at the time of opening, and upon completion of the second phase of construction, more than 70 new job opportunities will result.

The following personnel will begin employment at the time of occupancy:

1. Housing Management Firm
 - a) Maintenance Technicians (4)
 - b) Field Operations Manager (1)
 - c) Accountant (1)
 - d) Resident Managers (2)
 - e) Clerk (1)
 - f) Secretary (1)

2. Gardening
 - a) Supervisor (1)
 - b) Gardeners (2)
3. Washer-Dryer Rooms
 - a) Manager (1)
 - b) Serviceman (1)
4. Termite and Pest Control
 - a) Technicians (2)
5. Rubbish Collection
 - a) Truck Driver (1)
 - b) Loader (1)
6. Security
 - a) Supervisor (1)
 - b) Guards (6)
 - c) Clerk (1)

As a result of the occupancy of the housing complex, certain amount of expenses are generated. With the possible exception of utilities, most of these expenses are returned to the community in one form or another. According to the management company, and as a result of adjustments, the annual amount projected to be reinjected into the economic base is \$267,249.00.

The expenses which are asteriated (*) remain directly in the community. The total of the asteriated items being the total reinjected. (See the attached statement.)

OPERATING STATEMENT

UJIMA VILLAGE

Income

Rentals	\$562,080
Vacancy (5%)	29,104
Net Rental Income	<u>\$533,976</u>

Expenses

Advertising	7,800*
Management	37,378*
Other	<u>10,428*</u>
	55,606

Operating Expenses

Electricity	29,340
Water	11,052
Gas	21,312
Rubbish	4,200*
Payroll	5,400*
Other	<u>5,764*</u>
Total Operating Expenses	77,068

Maintenance Expenses

Painting & Decorating	1,836*
Repairs	16,400*
Exterminators	900*
Property Insurance	7,500
Grounds Expense	18,000*
Other (window replacement, etc.)	<u>2,748*</u>
Total Maintenance Expenses	47,384

Replacement Reserve

21,263*

Total Expenses

201,321

Taxes

Real Estate & Personal	151,278***
Property Tax	

Employee Payroll Tax	3,500*
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Total Taxes	<u>154,778</u>
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Total Expenses & Taxes

356,099

Equity Build-up

(Approximately 3.0% (\$28,000))	5,000*
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*Approximately 75% of management fees stay in community

***Approximately 90% of property taxes are re-injected through
support of public schools. (\$136,000)

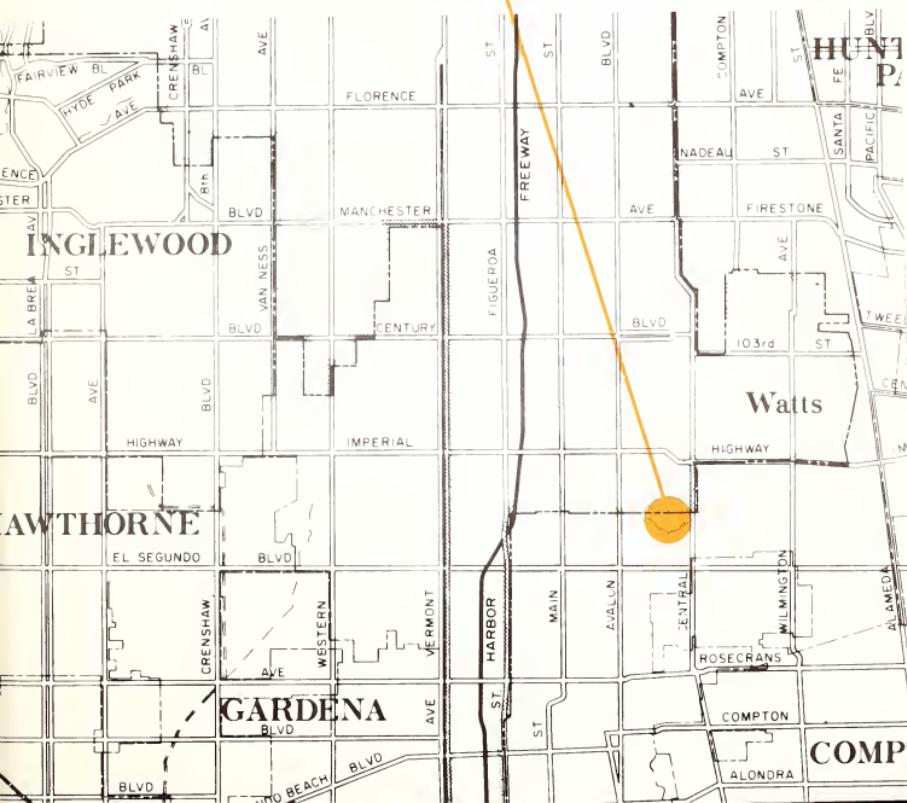


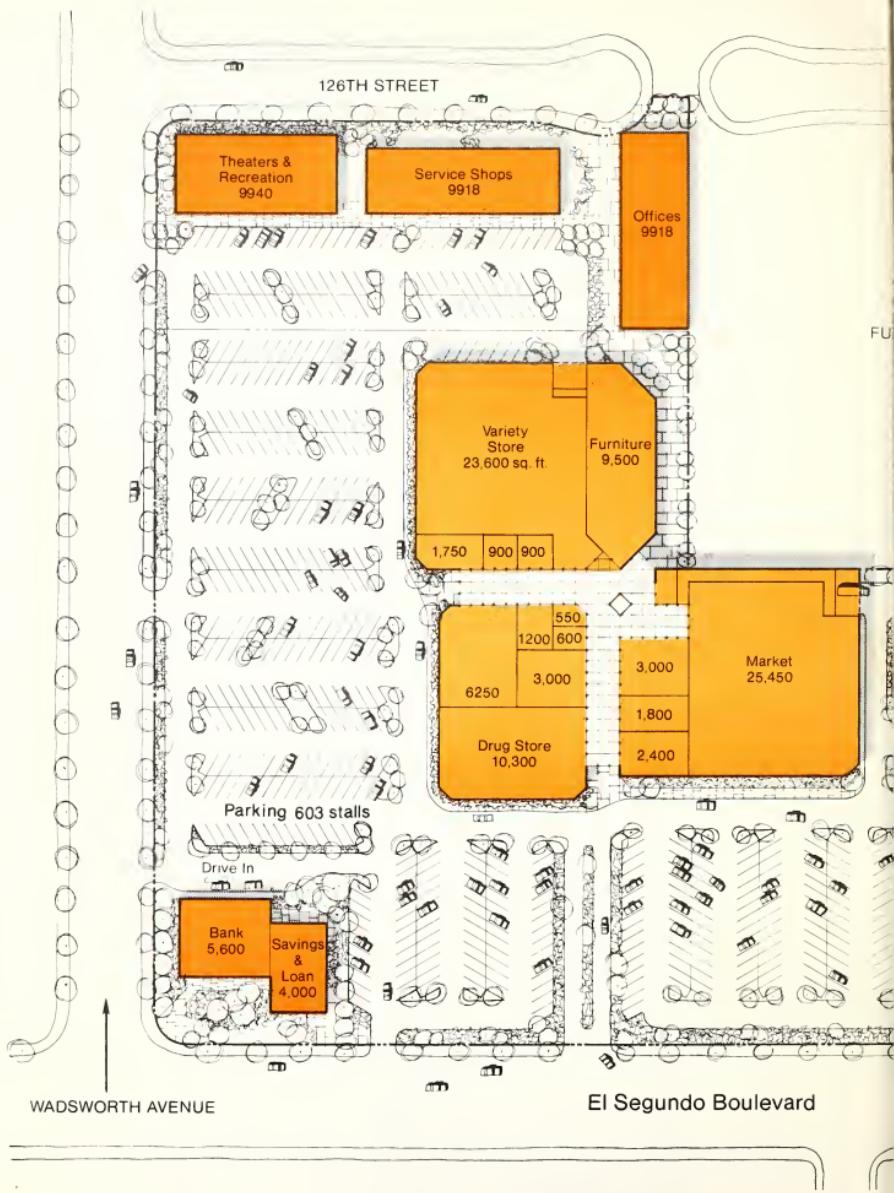
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Ujima Village, a new city

within the Inner City. From the ground up Ujima represents the ultimate in planned community development. Through residential, community and commercial development, Ujima is designed to provide a total living environment in which the residents and public will participate.

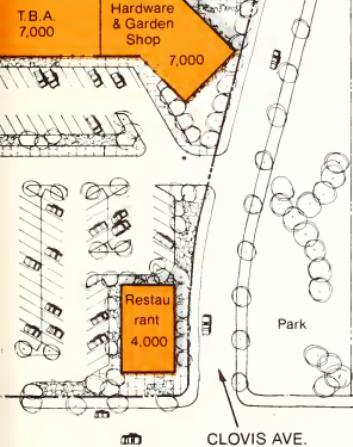




Ujima Village Shopping Center

6TH STREET

RE RESIDENTIAL
NDOMINIUM



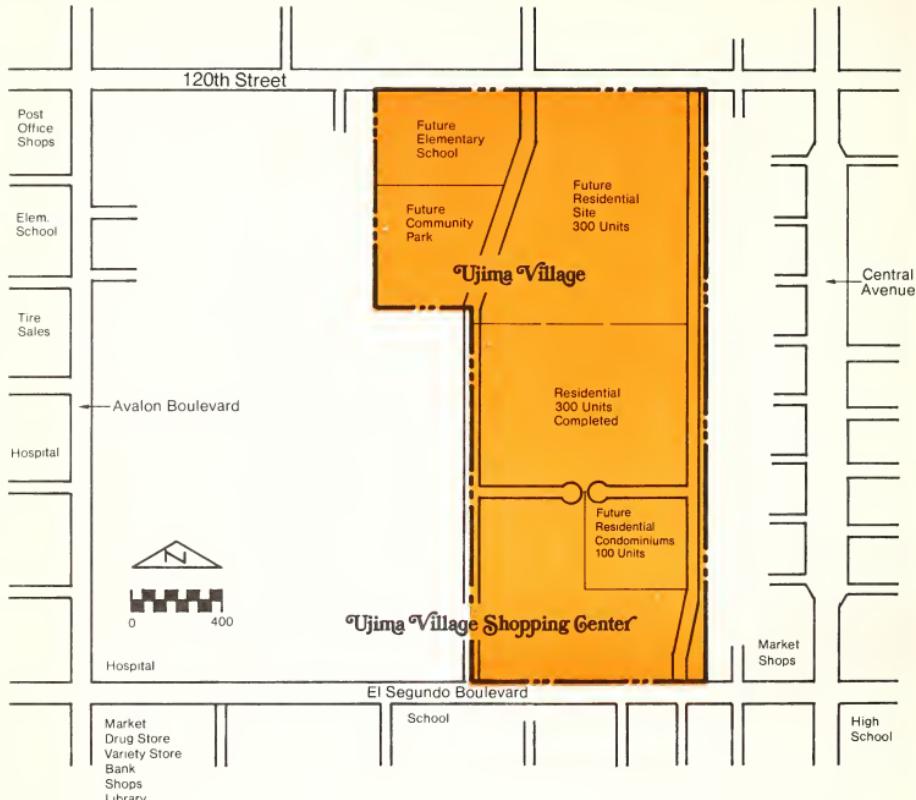
The residential development will contain 700 units, 300 of which have just been completed. The city of Los Angeles has just purchased a six acre site for the construction of an elementary school needed to serve the anticipated growth in the project area.

A six acre community center for recreation and two child care centers are planned.

- Captive trade, 3360 persons
- Primary trading area, 49,982 persons
- Secondary trading area, 172,996 persons
- Population increase, 36% last ten years
- Daily traffic flow, El Segundo Boulevard, 25,000 cars

*Village Concept
High Volume Location
High Volume Traffic Flow
Captive Market
Planned Expansion
Population Growth
Martin Luther King Hospital, one mile*

Gross Leasable Area: 138,000 square feet



Architects: Tom Furushiro, David Crompton, Ken Tawa
 2840 Rowena Avenue, Los Angeles, California 90039/(213) 660-1880

Ujima Village Shopping Center

Another development of:



Bloom Development Company

2718 West Vernon Avenue, Los Angeles, California 90008 (213) 750-3190
 (213) 295-5553

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